Indra Kumar Reddy

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Summary of Experience:

- Over 12 years of IT expertise, including 4+ years specializing in Adobe Experience Platform (AEP), Real-Time Customer Data Platform (RTCDP), and Adobe Journey Orchestration (AJO).
- Partnered with clients to understand their business objectives, designing tailored AEP solutions that address data lifecycle needs from collection to activation.
- Leveraged AEP and RTCDP to efficiently collect, ingest, model, and govern customer data, utilizing APIs and SDKs for seamless data streaming and integration from multiple sources.
- Utilized AEP's real-time customer profiles and effective segmentation strategies to create personalized content and offers, enhancing customer engagement and driving targeted marketing efforts.
- Utilized AEP's private graph and merge policies to maintain accurate customer profiles and activate audiences by delivering targeted content across various destinations.
- Expertly configured AEP, RTCDP, and AJO components to create a seamless digital ecosystem, transforming customer data into actionable insights that support strategic decision-making and personalization.
- Stay current with AEP features and hold relevant Adobe certifications, while mentoring junior team members and fostering a culture of continuous learning and improvement.
- Designed and developed workflows and batch, real-time, and single data flows to enhance the Inbound Pega Marketing application (CDH) and ensure efficient data processing and utilization.
- Leveraged advanced digital marketing technologies in the **Healthcare**, **Insurance, Banking,** and **Automobile industries** to optimize customer engagement, streamline marketing operations, and enhance data-driven decision-making.

TECHNICAL SKILLS

MarTech Tools	: AEP, RT-CDP, AJO, PEGA CDH, Celebrus CDP
Languages	: C, Python, JavaScript
Database	: Oracle, SQL Server, PostgreSQL, Cassandra.
Tools	: Apache Kafka, Soap UI, POSTMAN, Harvest, JIRA

Certifications:

- Adobe Certified Practitioner - Adobe Experience Platform RT-CDP
- Digital Marketing Strategy Certification from Harvard Business Review Online
- Data Science Principles Certification from Harvard Online
- Certified Pega Decisioning Hub Architect
- AI Essentials for Business Certification from Harvard Online
- Data Privacy and Technology from Harvard Online

Work Experience

AI consultants (Vanguard) **Oct 2024 – Present**
AEP Specialist

Responsibilities:

- Part of implementation of a Hyper Personalization journey within the AEP.
- Configured data schemas and built data models in AEP to support client requirements.
- Integrated AEP with other systems and ensured seamless data flow through APIs
- Provided ongoing support and maintenance for AEP implementations, ensuring data quality and system performance.
- Developed XDM schemas to structure and organize customer data for better insights and analytics.
- Worked closely with Marketing team on audience activation.
- Worked closely with Data Governance team to implement DULE Labels, Marketing actions and Policies.

Synechron INC (BOFA) **Mar 2023 – Oct 2024**
Technical Specialist

Responsibilities:

- Part of implementation of a Zero PII (Personally Identifiable Information) solution within the AEP, No transmission of any Pl data on to the AEP platform.
- Configured data schemas and built data models in AEP to support client requirements.
- Integrated AEP with other systems and ensured seamless data flow through APIs
- Provided ongoing support and maintenance for AEP implementations, ensuring data quality and system performance.
- Developed XDM schemas to structure and organize customer data for better insights and analytics.
- Worked closely with Marketing team on audience activation.
- Developed and implemented a robust strategy for cleaning up accumulated data in AEP, leveraging APIs to address the challenge of no direct cleanup methods within the platform, and ensuring efficient operation despite billions of records ingested daily.
- Defined and enforced data retention policies to manage the lifecycle of data within AEP, systematically removing outdated or irrelevant data to enhance platform efficiency and prevent data overload.
- Developed data cleanup processes to handle the growing volume of ingested data, utilizing innovative tools and custom solutions to address unique challenges, demonstrating problem-solving expertise and adaptability.
- Streamed data from Apache kafka into Adobe Experience Platform
- Integrated Pega Decisioning system, AEP for outbound campaigns.

Deloitte **Aug 2017 – Mar 2023**
Senior Consultant

Responsibilities:

- Leveraged Adobe Experience Platform (AEP) to seamlessly integrate diverse data sources and standardized them using the Experience Data Model (XDM). This data unification initiative resulted in a 20% increase in customer engagement through highly personalized and data-driven marketing campaigns.
- Proficient in utilizing AEP, RTCDP to collect and analyze customer data, translating it into actionable insights to inform strategic decision-making and drive personalization efforts.
- Collaborated with cross-functional teams to implement AEP solutions aligned with business goals.
- Utilized AEP's real-time customer profiles to create personalized content and offers for improved customer engagement.
- Developed XDM schemas to structure and organize customer data for better insights and analytics.
- Implemented data governance practices to maintain data quality and compliance within XDM.
- Involved in workflow design and development for enhancements to the Inbound Pega Marketing application (CDH).
- Understanding the business use case documents and implementing the business rules based on the requirements, involved in the end-to-end discussion in scrum visioning calls.
- Led team in the design, development, and implementation of applications using Pega PRPC.
- Involved in Case identification, Case design, Case hierarchy design and Case processing.
- Implemented Designing Data model, Extending the industry foundation data model.
- Worked on Batch, Real-time, and Single data flows.
- Implemented Pega DevOps CI/CD, created release pipeline, Used Deployment manager to deploy the code to high environments.
- Worked on External Data bases, RDB methods, Data Tables & Agents

Virtusa **Jan 2017 – Aug 2017**
Associate Consultant

Responsibilities:

- Understanding the business use case documents and implementing the business rules based on the requirements, involved in the end-to-end discussion in scrum visioning calls.
- Worked on integrating with DocuSign Application.
- Worked on Correspondence and Activities
- Inserting data to external DB using RDB Methods
- Participated in requirement analysis, design approaches and successfully implemented it.
- Usage of UI elements like section, flow Action.
- Participated in the design, development, and implementation of applications using PRPC.
- Creating rules like Properties and Activities for the concerned classes.
- Worked on Pega tool using PRPC v6.x,7.2 ,8.x

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UHG **July 2012 – Jan 2017**
Software Engineer

Responsibilities:

- Understanding the business use case documents and implementing the business rules based on the requirements, involved in the end-to-end discussion in scrum visioning calls.
- Worked on Correspondence and Activities
- Inserting data to external DB using RDB Methods
- Participated in requirement analysis, design approaches and successfully implemented it.
- Usage of UI elements like section, flow Action.
- Participated in the design, development, and implementation of applications using PRPC.

LinkedIn URI: www.linkedin.com/in/indramadhuru

RT-CDP Community Recognition from Adobe: https://lnkd.in/eV9gfKxv
https://online.hbs.edu/verify-certificate?dvid=SCG5Y78B
https://online.hbs.edu/verify-certificate?dvid=WQU5CVHZ
https://cecredential-validation.tlt.harvard.edu/